



A full service employment marketing agency that can help you reach, attract, manage, and retain the talent.

ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS) FSC Group 541

BERNARD HODES GROUP

CONTRACT: GS-23F-0079J

Contract Period (options and renewal):
June 30, 1999 through June 30, 2014

CONTRACTOR:

Bernard Hodes Group
8618 Westwood Center Drive, Suite 400
Vienna, VA 22182
Phone: 703.848.0810
Fax: 703.848.0895

CONTRACT ADMINISTRATION SOURCE:

John Swirchak, Executive VP
Phone: 703.903.0541
e-mail: jswirchak@hodes.com

BUSINESS SIZE: Large

BERNARD HODES GROUP

A full service employment marketing agency that can help you reach, attract, manage, and retain the talent so vital to your mission.

Bernard Hodes Group is a fully integrated employment communications agency, owned by Omnicom Group, Inc., the world's largest advertising and marketing communications company. We have helped government agencies with their employment marketing needs for nearly 20 years. The broad scope of our work is comprehensive and includes:

- Development of targeted and measurable **strategic marketing plans** that reach the qualified candidates you desire
- Design and implementation of award-winning **employer brands** that help attract the right candidates to your agency
- Design, development and hosting of secure and highly functional **Career Web sites** that enhance your ability to hire the right candidate for the right job
- A broad scope of **Interactive activities** including: digital media; email marketing; virtual career events; events management; search engine optimization; social computing; relationship marketing; and much more
- **Diversity** marketing, training and outreach
- A full spectrum of **employment advertising activities**:
 - Print
 - Broadcast (radio & TV)
 - Brochures
 - College Marketing
 - Videos
 - Direct Mail
 - Job Fair Exhibits
 - Transit Advertising
 - HR Public Relations
 - Primary Research

Whatever your mission, large or small, strategic or tactical, call Bernard Hodes Group today. We are located in Northern Virginia, and when it comes to reaching, attracting, managing and retaining the talent you need, we can help you achieve *mission success*.

CONTACT INFORMATION:

John Swirchak, Executive VP

Phone: 703.903.0541

e-mail: jswirchak2hodes.com

Terry Swirchak, Vice President

Phone: 703.903.0569

e-mail: tswirchak@hodes.com

CUSTOMER INFORMATION:

- 1a. TABLE OF AWARD SPECIAL ITEMS NUMBER (SINS)

SIN 541-1	Advertising Services
SIN 541-4A	Market Research and Analysis
SIN 541-4B	Video/Film Production
SIN 541-5	Integrated Marketing Services
SIN 541-1000	Other Direct Costs
- 1b. Prices shown in price list are NET, all discount deducted and valid for all areas worldwide.
2. **Maximum Order:** The total dollar value of any order placed under this contract will be \$1,000,000 except for requirements exceeding the Maximum order, which will be processed in accordance with Clause I-FSS-125.
3. **Minimum Order:** \$2,500.00
4. **Geographic Coverage (Delivery Area):** Worldwide
5. **POINT (S) OF PRODUCTION:** McLean, Virginia
6. **Discount From List Prices Or Statements Of Net Price:** Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.
7. **End of Contract Aggregate Discount:** Bernard Hodes Advertising, Inc. will discount total labor costs five percent (5%) for annual billings at or exceeding *one million dollars* and ten percent (10%) at or exceeding *2 million dollars*. Any rebates paid by the Bernard Hodes Advertising, Inc. in accordance with these discounts will be distributed to each Government Agency in which work was performed prior to the end of the Fiscal Year (**September 1**). The distribution of discounts for each Government Agency will be based on the total percentage of work performed annually by that agency under this GSA contract.
- 7a. **Media Buying Commissions:** Bernard Hodes Advertising, Inc. will not use for the Government the commercial practice of charging fifteen percent (15%) commission on media buys. Bernard Hodes Advertising, Inc. will charge the Government by projects in the same manner it charges for other services under the labor categories. Any commissions provided by the media placement will either (a) be returned to the ordering agency or (b) be applied as a credit to the cost of the project, whatever the ordering agency prefers.
- 7b. **Quantity Discounts:** 100%. Bernard Hodes Advertising, Inc. will pass on to the Government any quantity or frequency discounts earned by the Government.
8. **Prompt Payment Discount:** Bernard Hodes Advertising, Inc. offers no prompt payment discount, Net 30 days.
9. **Government Commercial Credit Cards:** Bernard Hodes Group, Inc. accepts the government commercial credit card for orders over \$2,500 with no additional discounts offered.
10. **Foreign Items:** N/A

- 11a. **Time Of Delivery:** Will adhere to the delivery schedule as specified by the agencies purchase order.
- 11b. **Expedited Delivery:** Contact contractor for faster delivery or rush requirements.
- 11c. **Overnight And 2-Day Delivery:** Contact contractor for rates for overnight and 2-day delivery
- 11d. **Urgent Requirements:** Contact contractor for faster delivery or rush requirements.
- 12. **F.O.B. Point(s):** Destination
- 13. **Ordering Address:** Bernard Hodes Group
8270 Greensboro Drive, Suite 600
McLean, VA 22102
Phone: 703.848.0810
Fax: 703.848.0895
- 14. **Payment Address:** Bernard Hodes Group
P.O. BOX 751741
Charlotte, NC 28275-1741
- 15. **Warranty Provision:** The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
- 16. **Export Packaging Charges:** N/A
- 17. **Terms And Conditions Of Government Purchase Card Acceptance (Any Thresholds Above The Micropurchase Level):** N/A
- 18. **Terms And Conditions Of Rental, Maintenance And Repair:** N/A
- 19. **Terms And Conditions Of Installation:** N/A
- 20. **Terms And Conditions Of Repair Parts, Etc:** N/A
- 20a. **Terms And Conditions For Any Other Services:** N/A
- 21. **List Of Service And Distribution Points:** N/A
- 22. **List Of Participating Dealers:** N/A
- 23. **Preventative Maintenance:** N/A
- 24. **Year 2000 (Y2k) Compliant:** YES
- 25. **Environmental Attributes:** N/A
- 26. **Data Universal Number System (Duns) Number:** 611-552-993
- 27. **Notification Regarding Registration In Central Contractor Registration (Ccr Database):**
Registration submitted. Approval pending.

Pricing and terms for each SIN follows.

Advertising Services — SIN 541-1**Labor/Task:**

Labor Category	Per Hour/Unit	GSA Rate
Senior Program Executive	per hour	\$220
Account Director	per hour	\$147
Senior Account Manager	per hour	\$107
Account Manager	per hour	\$89
Account Coordinator	per hour	\$55
Creative Director	per hour	\$182
Senior Art Director	per hour	\$110
Copywriter	per hour	\$123
Production Artist	per hour	\$46
Director, Digital Solutions	per hour	\$172
Project Manager-Digital	per hour	\$150
Account Manager-Digital	per hour	\$89
Web Developer	per hour	\$181
Web Designer	per hour	\$123
Director, Digital Media	per hour	\$135
Digital Media Specialist	per hour	\$79
Director of Research	per hour	\$147
Director of Diversity	per hour	\$147
Director, Public Relations	per hour	\$91
A/R Manager	per hour	\$102
Billing Clerk	per hour	\$68
Computer Output	per unit	\$25
Tel./Fax (Long-Dist.)	per unit	\$10
FedEx	per unit	\$15

Other Direct Costs:

The labor hours cited above do not include supplies, materials or other incidental costs. The following non-labor hour costs associated with services for SIN 738-5 are awarded as indicated below.

Awarded non-labor hours costs (i.e. film, tabletop displays, novelty items, outdoor billboard, *etc*) are comprised of the components as described in the tables below and are directly applicable to the services as described.

Agency orders for the services described may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required.

Orders may not exceed the awarded non-labor hour costs as specified below without a modification to this contract.

FILM (black/white)

Negative/Positive Film

Paper Velox

Total: \$600.00**FILM (color)**

Film Rush (output on film rush 11 x 17)

Color Match 9color match prints rush 11 x 17)

Delivery Charge

Pickup Charge

Total: \$1,060.00**Floor Standing Displays (Panel Floor Exhibits)**

Set-up Charge

Console Time 1/2 Hour

Approval Print Digital Duraflex Photoprint 30" x 40"

Lexan Laminate

Velcro Hook Material

Total: \$15,248.00**Tabletop Displays**

Large Pop Ups

(Special Sales)

Total: \$1,625.00**Original Photography (One Day)**

Photo Fee

Assistant

Film Processing and Polaroids

Misc (walk thru and Prep)

Total: \$3,000.00

Stock Photography (Per Photo)

Non-exclusive rights

Insertion of full page

Ad

Freight

Total: \$ 915.00**Printing**

4 Color Brochure (Quantity 100,000)

Total: \$111,200.00**Premiums/Novelty Items**

Custom made Novelty Items

55,000 Four-Color Process Mouse Pads

Set up Fee

Shipping

Total: \$92,570.00**Table Drapes**

Table Size Set-Flat Panel

8x30x30SKT Hgt 29"

Screen & Set-Up Charge

1 Color

Total: \$ 4,312.00**Production 30 or 60 Second radio Spot**

Talent 1 Spot (Union talent Fee, etc)

Voice for Radio Spot

Music Fee

Production

Priority Transfer to Stations

Signatory Filing Fee

Revised Spot/Rehead

Shipping

Total: \$1,470.00

Production 30 Second Commercial TV Spot

Includes:

Preproduction

Collaborate on design and creative with agency

Production includes:

Producer/Director

Cinematographer

Lighting Director

Sound Recordist

Other Crew

16mm film stock

Aatoon super 16mm film package

Nagra Digital stereo audio recorder

Post Production includes:

Film to digital transfer

Tape Logging

Video Offline

Video Online editing to digital betacam master

Selection of Music

Narration Recording with SAG/after release for 10 markets

Audio Mix

Graphics and Titling

Deliverables:

One digital; betacam master

Two review copies

Final price will be determined by the final story boards and Production design requirements

Total: \$60,000.00

Production 60 Second Commercial TV Spot

Preproduction Design and Creative Development

Production:

Producer/Director

Director of Photography

Lighting Director

Audio recording

Crew as required

Post Production:

Video Editing Off-line

Video Editing on-line

Audio Mixing

Music (non original library based)

Voice over recording

Film stock tape for transfer

Creation of commercial on 16mm film

Film to tape transfer on digital betacam

Narration and voice over SAG/AFTRA buyout for 10 markets

Creation of sophisticated video editing and compositing for finished product

All Titling and graphics

Final price and terms will be determined by final storyboard and project design requirements

Production Total: \$120,000.00

Video

Custom made Video includes original film and music

Shipping

Total: \$90,000.00

Other Direct Costs:**ROAM**

Description: ROAM is a web-based applicant tracking and management system that will help the Government agencies store information on candidates applying for jobs. This database, in real time, will help the Government search a candidate's qualifications, provide a mechanism for a variety of reports (i.e. number of applicants by job title, ethnic orientation if volunteered, etc.) and track the success of your recruiting efforts in a variety of sources (newspaper, trade publications, internet, etc.)

ROAM:

1year ROAM lease

100 Job Listings

1 month service up to 4,000 combination of calls

Faxes

High Quality scanning

Total: \$74,000.00

RESputin

Description: RESputin is a data mining research system that searches the Internet for candidates qualified to fill openings at a Government Agency. Searches are customized to your job requirements. Searches on the Internet cover 10,000 resume databases, resume newsgroups, public domain sites, and personal web sites.

RESputin Internet Research per Authorization

20 Positions Search

Screening

Interviewing

200 Internet Postings

Total: \$60,000.00

Outsourcing: Recruitment Enhancement Services (RES)

Description: This recruitment outsourcing division of Bernard Hodes Advertising can help you source, prescreen and even schedule interviews of applicants responding to job opportunities available at your Agency.

Recruitment Outsourcing Services for 30 exempt positions out of 360 annually

Monthly Management Fee per contract

Total: \$100,833.00

Outdoor Billboards

Cinema Billboard Advertising (Slides)

Routine not specialized placement (average standard commercial size)

12' x24'

Total: \$7,650.00

Transit Signs

Large Signs (62"x 43")

Multiple Signs (5)

Total: \$14,428.00**Radio Commercials****Media Placement (30 or 60 second spots)**

Per spot

Total: \$2,800.00**Media Placement (TV Commercials)**

Cable TV Airtime

804 spots

Total: \$19,512.00**CareerMosaic**

CMSP-Unlimited ResumeCM

Subscriptions

CMSP-Employer Profile Plus (12 months)

CMCL-200 Job Pack

Total: \$40,400.00**Newspapers**

Full Page Ad

Total: \$52,632.00**Magazines:**

Placement:

4 color

Size: Full Page

Frequency: 1 Time

Total: \$15,088.00**Direct Mail:**

Postage Fees

Setup Postcards

List rental (Cheshire labels; e-mail, ASCII)

DP convert and presort

Personalize Brochure (1 tab)

Total: \$9,516.00

Market Research and Analysis — SIN 541-4A

Labor Category	Per Hour/Unit	GSA Rate
Senior Program Executive	per hour	\$220
Account Director	per hour	\$147
Senior Account Manager	per hour	\$107
Account Manager	per hour	\$89
Account Coordinator	per hour	\$55
Creative Director	per hour	\$182
Senior Art Director	per hour	\$110
Copywriter	per hour	\$123
Production Artist	per hour	\$46
Director, Digital Solutions	per hour	\$172
Project Manager-Digital	per hour	\$150
Account Manager-Digital	per hour	\$89
Web Developer	per hour	\$181
Web Designer	per hour	\$123
Director, Digital Media	per hour	\$135
Digital Media Specialist	per hour	\$79
Director of Research	per hour	\$147
Director of Diversity	per hour	\$147
Director, Public Relations	per hour	\$91
A/R Manager	per hour	\$102
Billing Clerk	per hour	\$68
Computer Output	per unit	\$25
Tel./Fax (Long-Dist.)	per unit	\$10
FedEx	per unit	\$15

Other Direct Costs:

The labor hours cited above do not include supplies, materials or other incidental costs. The following non-labor hour costs associated with services for SIN 738-8 are awarded as indicated below.

Awarded non-labor hours costs (i.e. original or stock photography, production 30 or 60 radio spots, production 30 or 60 second commercial television spots, media placement for radio or television, newspapers, magazines, direct mail, etc) are comprised of the components as described in the tables below and are directly applicable to the services as described.

Agency orders for the services described may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required.

Orders may not exceed the awarded non-labor hour costs as specified below without a modification to this contract.

Video/Film Production — SIN 541-4B

Labor Category	Per Hour/Unit	GSA Rate
Senior Program Executive	per hour	\$220
Account Director	per hour	\$147
Senior Account Manager	per hour	\$107
Account Manager	per hour	\$89
Account Coordinator	per hour	\$55
Creative Director	per hour	\$182
Senior Art Director	per hour	\$110
Copywriter	per hour	\$123
Production Artist	per hour	\$46
Director, Digital Solutions	per hour	\$172
Project Manager-Digital	per hour	\$150
Account Manager-Digital	per hour	\$89
Web Developer	per hour	\$181
Web Designer	per hour	\$123
Director, Digital Media	per hour	\$135
Digital Media Specialist	per hour	\$79
Director of Research	per hour	\$147
Director of Diversity	per hour	\$147
Director, Public Relations	per hour	\$91
A/R Manager	per hour	\$102
Billing Clerk	per hour	\$68
Computer Output	per unit	\$25
Tel./Fax (Long-Dist.)	per unit	\$10
FedEx	per unit	\$15

Other Direct Costs:

The labor hours cited above do not include supplies, materials or other incidental costs. The following non-labor hour costs associated with services for SIN 738-6 are awarded as indicated below.

Awarded non-labor hours costs (i.e. original or stock photography, production 30 or 60 radio spots, production 30 or 60 second commercial television spots, media placement for radio or television, etc) are comprised of the components as described in the tables below and are directly applicable to the services as described.

Agency orders for the services described may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required.

Orders may not exceed the awarded non-labor hour costs as specified below without a modification to this contract.

FILM (black/white)

Negative/Positive Film

Paper Velox

Total: \$600.00**FILM (color)**

Film Rush (output on film rush 11 x 17)

Color Match 9color match prints rush 11 x 17)

Delivery Charge

Pickup Charge

Total: \$1,060.00**Original Photography (One Day)**

Photo Fee

Assistant

Film Processing and Polaroids

Misc. (walk thru and Prep)

Total: \$3,000.00**Stock Photography (Per Photo)**

Non-exclusive rights

Insertion of full page

Ad

Freight

Total: \$ 915.00

Production 30 or 60 Second radio Spot

Talent 1 Spot (Union talent Fee, etc)

Voice for Radio Spot

Music Fee

Production

Priority Transfer to Stations

Signatory Filing Fee

Revised Spot/Rehead

Shipping

Total: \$1,470.00

Production 30 Second Commercial TV Spot**Includes:**

Preproduction

Collaborate on design and creative with agency

Production includes:

Producer/Director

Cinematographer

Lighting Director

Sound Recordist

Other Crew

16mm film stock

Aatoon super 16mm film package

Nagra Digital stereo audio recorder

Post Production includes:

Film to digital transfer

Tape Logging

Video Offline

Video Online editing to digital betacam master

Selection of Music

Narration Recording with SAG/after release for 10 markets

Audio Mix

Graphics and Titling

Deliverables:

One digital; betacam master

Two review copies

Final price will be determined by the final story boards and Production design requirements

Total: \$60,000.00

Production 60 Second Commercial TV Spot

Preproduction Design and Creative Development

Production:

Producer/Director

Director of Photography

Lighting Director

Audio recording

Crew as required

Post Production:

Video Editing Off-line

Video Editing on-line

Audio Mixing

Music (non original library based)

Voice over recording

Film stock tape for transfer

Creation of commercial on 16mm film

Film to tape transfer on digital betacam

Narration and voice over SAG/AFTRA buyout for 10 markets

Creation of sophisticated video editing and compositing for finished product

All Titling and graphics

Final price and terms will be determined by final storyboard and project design requirements

Production Total: \$120,000.00

Video

Custom made Video includes original film and music

Shipping

Total: \$90,000.00

Radio Commercials

Media Placement (30 or 60 second spots)

Per spot

Total: \$2,800.00

Media Placement (TV Commercials)

Cable TV Airtime

804 spots

Total: \$19,512.00

Integrated Marketing Services — SIN 541-5

Labor Category	Per Hour/Unit	GSA Rate
Senior Program Executive	per hour	\$220
Account Director	per hour	\$147
Senior Account Manager	per hour	\$107
Account Manager	per hour	\$89
Account Coordinator	per hour	\$55
Creative Director	per hour	\$182
Senior Art Director	per hour	\$110
Copywriter	per hour	\$123
Production Artist	per hour	\$46
Director, Digital Solutions	per hour	\$172
Project Manager-Digital	per hour	\$150
Account Manager-Digital	per hour	\$89
Web Developer	per hour	\$181
Web Designer	per hour	\$123
Director, Digital Media	per hour	\$135
Digital Media Specialist	per hour	\$79
Director of Research	per hour	\$147
Director of Diversity	per hour	\$147
Director, Public Relations	per hour	\$91
A/R Manager	per hour	\$102
Billing Clerk	per hour	\$68
Computer Output	per unit	\$25
Tel./Fax (Long-Dist.)	per unit	\$10
FedEx	per unit	\$15

Other Direct Costs:

The labor hours cited above do not include supplies, materials or other incidental costs. The following non-labor hour costs associated with services for SIN 738-8 are awarded as indicated below.

Awarded non-labor hours costs (i.e. original or stock photography, production 30 or 60 radio spots, production 30 or 60 second commercial television spots, media placement for radio or television, newspapers, magazines, direct mail, etc) are comprised of the components as described in the tables below and are directly applicable to the services as described.

Agency orders for the services described may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required.

Orders may not exceed the awarded non-labor hour costs as specified below without a modification to this contract.

FILM (black/white)

Negative/Positive Film

Paper Velox

Total: \$600.00**FILM (color)**

Film Rush (output on film rush 11 x 17)

Color Match 9color match prints rush 11 x 17)

Delivery Charge

Pickup Charge

Total: \$1,060.00**Floor Standing Displays (Panel Floor Exhibits)**

Set-up Charge

Console Time 1/2 Hour

Approval Print Digital Duraflex Photoprint 30" x 40"

Lexan Laminate

Velcro Hook Material

Total: \$15,248.00**Tabletop Displays**

Large Pop Ups

(Special Sales)

Total: \$1,625.00**Original Photography (One Day)**

Photo Fee

Assistant

Film Processing and Polaroids

Misc (walk thru and Prep)

Total: \$3,000.00

Stock Photography (Per Photo)

Non-exclusive rights

Insertion of full page

Ad

Freight

Total: \$ 915.00**Printing**

4 Color Brochure (Quantity 100,000)

Total: \$111,200.00**Premiums/Novelty Items**

Custom made Novelty Items

55,000 Four-Color Process Mouse Pads

Set up Fee

Shipping

Total: \$92,570.00**Table Drapes**

Table Size Set-Flat Panel

8x30x30SKT Hgt 29"

Screen & Set-Up Charge

1 Color

Total: \$ 4,312.00**Production 30 or 60 Second radio Spot**

Talent 1 Spot (Union talent Fee, etc)

Voice for Radio Spot

Music Fee

Production

Priority Transfer to Stations

Signatory Filing Fee

Revised Spot/Rehead

Shipping

Total: \$1,470.00

Production 30 Second Commercial TV Spot

Includes:

Preproduction

Collaborate on design and creative with agency

Production includes:

Producer/Director

Cinematographer

Lighting Director

Sound Recordist

Other Crew

16mm film stock

Aatoon super 16mm film package

Nagra Digital stereo audio recorder

Post Production includes:

Film to digital transfer

Tape Logging

Video Offline

Video Online editing to digital betacam master

Selection of Music

Narration Recording with SAG/after release for 10 markets

Audio Mix

Graphics and Titling

Deliverables:

One digital; betacam master

Two review copies

Final price will be determined by the final story boards and Production design requirements

Total: \$60,000.00

Production 60 Second Commercial TV Spot

Preproduction Design and Creative Development

Production:

Producer/Director

Director of Photography

Lighting Director

Audio recording

Crew as required

Post Production:

Video Editing Off-line

Video Editing on-line

Audio Mixing

Music (non original library based)

Voice over recording

Film stock tape for transfer

Creation of commercial on 16mm film

Film to tape transfer on digital betacam

Narration and voice over SAG/AFTRA buyout for 10 markets

Creation of sophisticated video editing and compositing for finished product

All Titling and graphics

Final price and terms will be determined by final storyboard and project design requirements

Production Total: \$120,000.00

Video

Custom made Video includes original film and music

Shipping

Total: \$90,000.00

Other Direct Costs:**ROAM**

Description: ROAM is a web-based applicant tracking and management system that will help the Government agencies store information on candidates applying for jobs. This database, in real time, will help the Government search a candidate's qualifications, provide a mechanism for a variety of reports (i.e. number of applicants by job title, ethnic orientation if volunteered, etc.) and track the success of your recruiting efforts in a variety of sources (newspaper, trade publications, internet, etc.)

ROAM:

1year ROAM lease

100 Job Listings

1 month service up to 4,000 combination of calls

Faxes

High Quality scanning

Total: \$74,000.00

RESputin

Description: RESputin is a data mining research system that searches the Internet for candidates qualified to fill openings at a Government Agency. Searches are customized to your job requirements. Searches on the Internet cover 10,000 resume databases, resume newsgroups, public domain sites, and personal web sites.

RESputin Internet Research per Authorization

20 Positions Search

Screening

Interviewing

200 Internet Postings

Total: \$60,000.00

Outsourcing: Recruitment Enhancement Services (RES)

Description: This recruitment outsourcing division of Bernard Hodes Advertising can help you source, prescreen and even schedule interviews of applicants responding to job opportunities available at your Agency.

Recruitment Outsourcing Services for 30 exempt positions out of 360 annually

Monthly Management Fee per contract

Total: \$100,833.00

Outdoor Billboards

Cinema Billboard Advertising (Slides)

Routine not specialized placement (average standard commercial size)

12' x24'

Total: \$7,650.00

Transit Signs

Large Signs (62"x 43")

Multiple Signs (5)

Total: \$14,428.00**Radio Commercials****Media Placement (30 or 60 second spots)**

Per spot

Total: \$2,800.00**Media Placement (TV Commercials)**

Cable TV Airtime

804 spots

Total: \$19,512.00**CareerMosaic**

CMSP-Unlimited ResumeCM

Subscriptions

CMSP-Employer Profile Plus (12 months)

CMCL-200 Job Pack

Total: \$40,400.00**Newspapers**

Full Page Ad

Total: \$52,632.00**Magazines:**

Placement:

4 color

Size: Full Page

Frequency: 1 Time

Total: \$15,088.00**Direct Mail:**

Postage Fees

Setup Postcards

List rental (Cheshire labels; e-mail, ASCII)

DP convert and presort

Personalize Brochure (1 tab)

Total: \$9,516.00

Other Direct Costs — SIN 541-1000

Labor Category	Per Hour/Unit	GSA Rate
Senior Program Executive	per hour	\$220
Account Director	per hour	\$147
Senior Account Manager	per hour	\$107
Account Manager	per hour	\$89
Account Coordinator	per hour	\$55
Creative Director	per hour	\$182
Senior Art Director	per hour	\$110
Copywriter	per hour	\$123
Production Artist	per hour	\$46
Director, Digital Solutions	per hour	\$172
Project Manager-Digital	per hour	\$150
Account Manager-Digital	per hour	\$89
Web Developer	per hour	\$181
Web Designer	per hour	\$123
Director, Digital Media	per hour	\$135
Digital Media Specialist	per hour	\$79
Director of Research	per hour	\$147
Director of Diversity	per hour	\$147
Director, Public Relations	per hour	\$91
A/R Manager	per hour	\$102
Billing Clerk	per hour	\$68
Computer Output	per unit	\$25
Tel./Fax (Long-Dist.)	per unit	\$10
FedEx	per unit	\$15

Other Direct Costs:

The labor hours cited above do not include supplies, materials or other incidental costs. The following non-labor hour costs associated with services for SIN 738-5 are awarded as indicated below.

Awarded non-labor hours costs (i.e. film, tabletop displays, novelty items, outdoor billboard, *etc*) are comprised of the components as described in the tables below and are directly applicable to the services as described.

Agency orders for the services described may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required.

Orders may not exceed the awarded non-labor hour costs as specified below without a modification to this contract.

FILM (black/white)

Negative/Positive Film

Paper Velox

Total: \$600.00**FILM (color)**

Film Rush (output on film rush 11 x 17)

Color Match 9color match prints rush 11 x 17)

Delivery Charge

Pickup Charge

Total: \$1,060.00**Floor Standing Displays (Panel Floor Exhibits)**

Set-up Charge

Console Time 1/2 Hour

Approval Print Digital Duraflex Photoprint 30" x 40"

Lexan Laminate

Velcro Hook Material

Total: \$15,248.00**Tabletop Displays**

Large Pop Ups

(Special Sales)

Total: \$1,625.00**Original Photography (One Day)**

Photo Fee

Assistant

Film Processing and Polaroids

Misc (walk thru and Prep)

Total: \$3,000.00

Stock Photography (Per Photo)

Non-exclusive rights

Insertion of full page

Ad

Freight

Total: \$ 915.00**Printing**

4 Color Brochure (Quantity 100,000)

Total: \$111,200.00**Premiums/Novelty Items**

Custom made Novelty Items

55,000 Four-Color Process Mouse Pads

Set up Fee

Shipping

Total: \$92,570.00**Table Drapes**

Table Size Set-Flat Panel

8x30x30SKT Hgt 29"

Screen & Set-Up Charge

1 Color

Total: \$ 4,312.00**Production 30 or 60 Second radio Spot**

Talent 1 Spot (Union talent Fee, etc)

Voice for Radio Spot

Music Fee

Production

Priority Transfer to Stations

Signatory Filing Fee

Revised Spot/Rehead

Shipping

Total: \$1,470.00

Production 30 Second Commercial TV Spot

Includes:

Preproduction

Collaborate on design and creative with agency

Production includes:

Producer/Director

Cinematographer

Lighting Director

Sound Recordist

Other Crew

16mm film stock

Aatoon super 16mm film package

Nagra Digital stereo audio recorder

Post Production includes:

Film to digital transfer

Tape Logging

Video Offline

Video Online editing to digital betacam master

Selection of Music

Narration Recording with SAG/after release for 10 markets

Audio Mix

Graphics and Titling

Deliverables:

One digital; betacam master

Two review copies

Final price will be determined by the final story boards and Production design requirements

Total: \$60,000.00

Production 60 Second Commercial TV Spot

Preproduction Design and Creative Development

Production:

Producer/Director

Director of Photography

Lighting Director

Audio recording

Crew as required

Post Production:

Video Editing Off-line

Video Editing on-line

Audio Mixing

Music (non original library based)

Voice over recording

Film stock tape for transfer

Creation of commercial on 16mm film

Film to tape transfer on digital betacam

Narration and voice over SAG/AFTRA buyout for 10 markets

Creation of sophisticated video editing and compositing for finished product

All Titling and graphics

Final price and terms will be determined by final storyboard and project design requirements

Production Total: \$120,000.00

Video

Custom made Video includes original film and music

Shipping

Total: \$90,000.00

Other Direct Costs:**ROAM**

Description: ROAM is a web-based applicant tracking and management system that will help the Government agencies store information on candidates applying for jobs. This database, in real time, will help the Government search a candidate's qualifications, provide a mechanism for a variety of reports (i.e. number of applicants by job title, ethnic orientation if volunteered, etc.) and track the success of your recruiting efforts in a variety of sources (newspaper, trade publications, internet, etc.)

ROAM:

1year ROAM lease

100 Job Listings

1 month service up to 4,000 combination of calls

Faxes

High Quality scanning

Total: \$74,000.00

RESputin

Description: RESputin is a data mining research system that searches the Internet for candidates qualified to fill openings at a Government Agency. Searches are customized to your job requirements. Searches on the Internet cover 10,000 resume databases, resume newsgroups, public domain sites, and personal web sites.

RESputin Internet Research per Authorization

20 Positions Search

Screening

Interviewing

200 Internet Postings

Total: \$60,000.00

Outsourcing: Recruitment Enhancement Services (RES)

Description: This recruitment outsourcing division of Bernard Hodes Advertising can help you source, prescreen and even schedule interviews of applicants responding to job opportunities available at your Agency.

Recruitment Outsourcing Services for 30 exempt positions out of 360 annually

Monthly Management Fee per contract

Total: \$100,833.00

Outdoor Billboards

Cinema Billboard Advertising (Slides)

Routine not specialized placement (average standard commercial size)

12' x24'

Total: \$7,650.00

Transit Signs

Large Signs (62"x 43")

Multiple Signs (5)

Total: \$14,428.00**Radio Commercials****Media Placement (30 or 60 second spots)**

Per spot

Total: \$2,800.00**Media Placement (TV Commercials)**

Cable TV Airtime

804 spots

Total: \$19,512.00**CareerMosaic**

CMSP-Unlimited ResumeCM

Subscriptions

CMSP-Employer Profile Plus (12 months)

CMCL-200 Job Pack

Total: \$40,400.00**Newspapers**

Full Page Ad

Total: \$52,632.00**Magazines:**

Placement:

4 color

Size: Full Page

Frequency: 1 Time

Total: \$15,088.00**Direct Mail:**

Postage Fees

Setup Postcards

List rental (Cheshire labels; e-mail, ASCII)

DP convert and presort

Personalize Brochure (1 tab)

Total: \$9,516.00